

CITY OF DURHAM COMPREHENSIVE PARKING STUDY



Kimley-Horn and Associates, Inc.

October 2013

Ninth Street and Downtown Study Areas

Overview



- Project Steering Team Members
- Ninth Street Study
- Downtown Study

Project Steering Team

- **Harmon Crutchfield** – City of Durham Department of Transportation, PST Chair
- **Mark Ahrendsen** – City of Durham Department of Transportation
- **Aaron Cain** – Durham City-County Planning Department
- **Sara Young** – Durham City-County Planning Department
- **Joy Mickle-Walker** – Office of Economic and Workforce Development
- **Glen Whisler** – Durham County Engineer
- **Richard Polley** – Blackwell Street Management Company, LLC (American Tobacco Campus)
- **Bill Kalkhof** – Downtown Durham, Inc.

NINTH STREET STUDY AREA

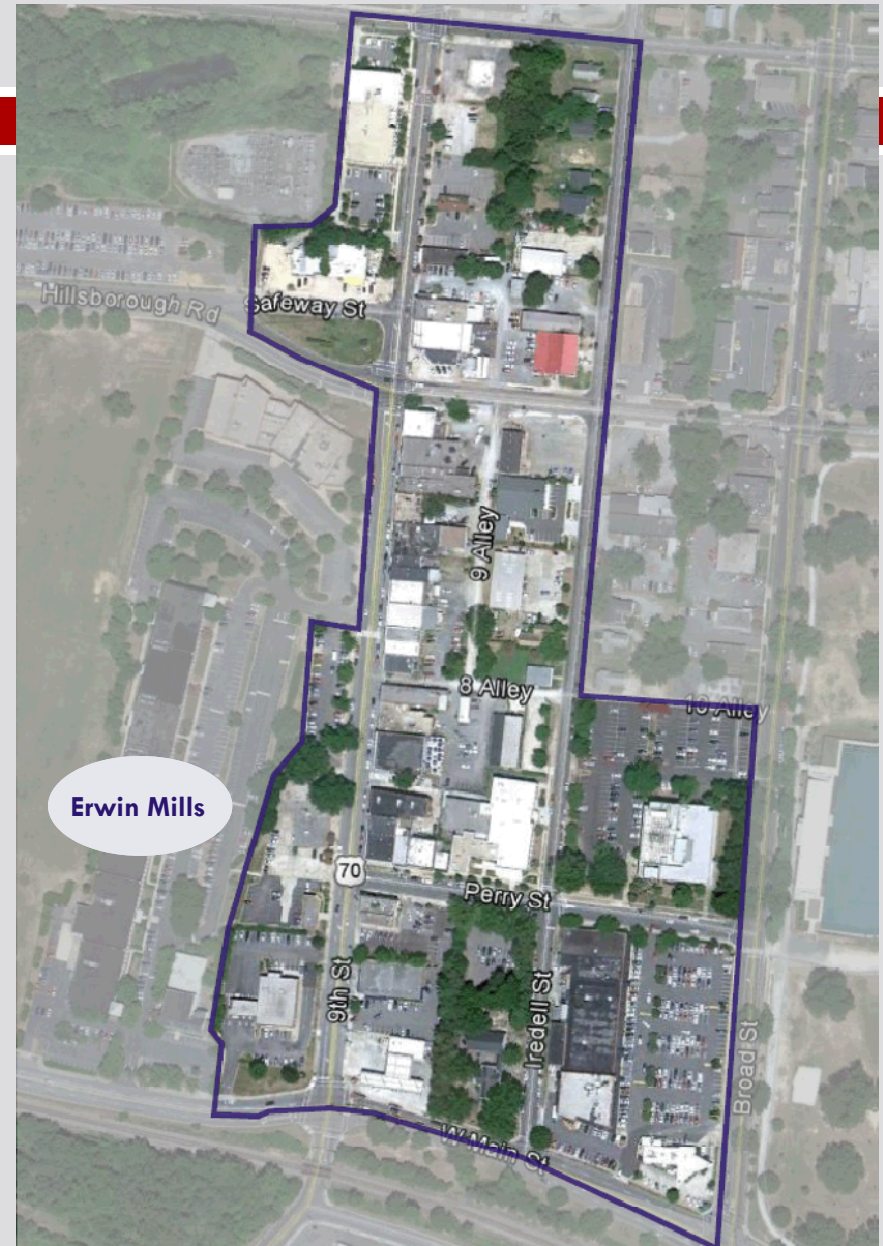


Ninth Street Study Included...

- Data Collection
- Existing Conditions Analysis
- Public Involvement/Outreach
- Parking Demand Modeling Projections
- Adjacent Development Impacts
- Financial Analysis Projection
- Short, Medium, & Long Term Recommendations

Study Area

- ~55 retail & restaurant businesses
- 1,347 parking spaces
 - ▣ 352 on-street
 - ▣ 995 off-street



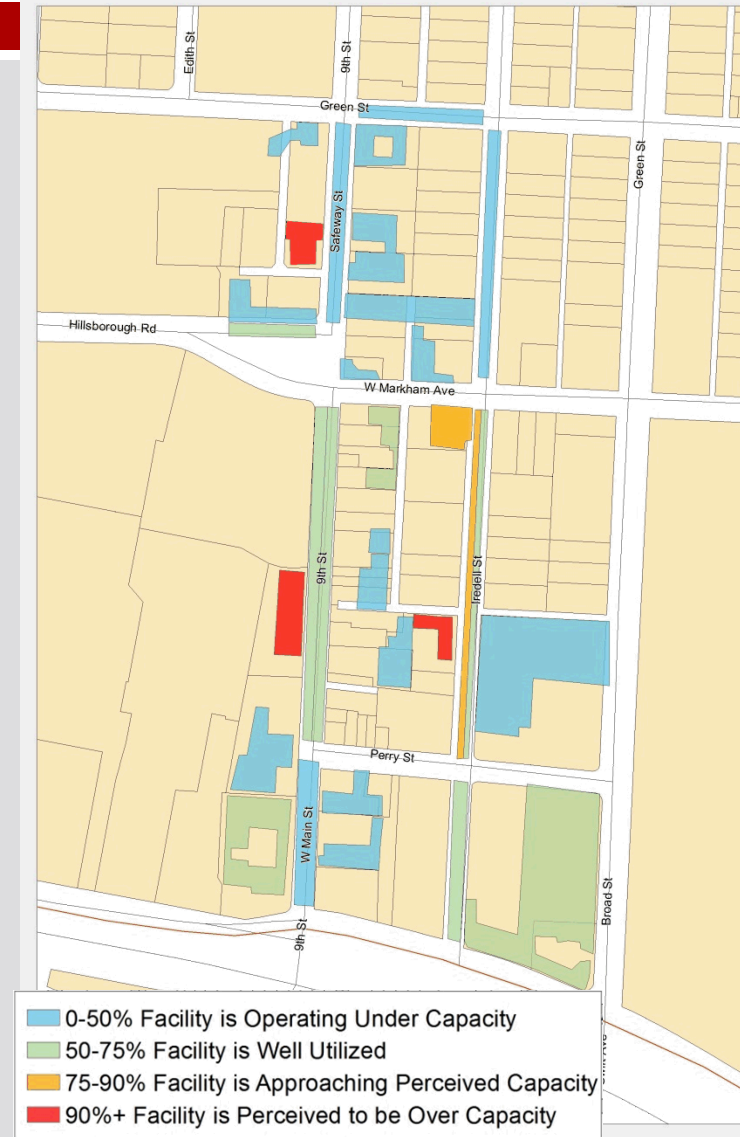
Data Collection Results

- Weekday Mid-day Occupancy (1:00 – 2:00 PM)
 - Ninth Street Lot, Iredell and Perry Streets
 - 90%+ (over capacity)
 - Whole Foods Lot
 - 75-90% (approaching capacity)
 - 705 Broad Street Lot
 - 0-50% (under capacity)



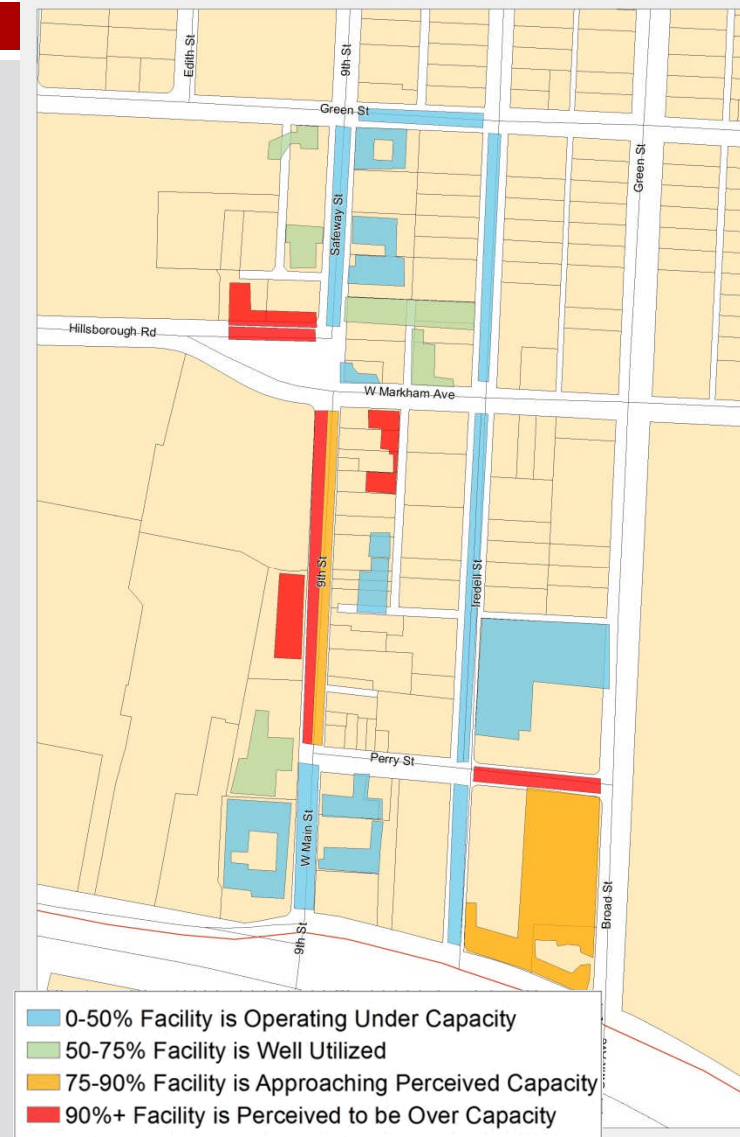
Data Collection Results

- Weekday Late Afternoon Occupancy (3:00 – 4:00 PM)
 - Ninth Street Lot
 - 90%+ (over capacity)
 - 705 Broad Street Lot
 - 0-50% (under capacity)



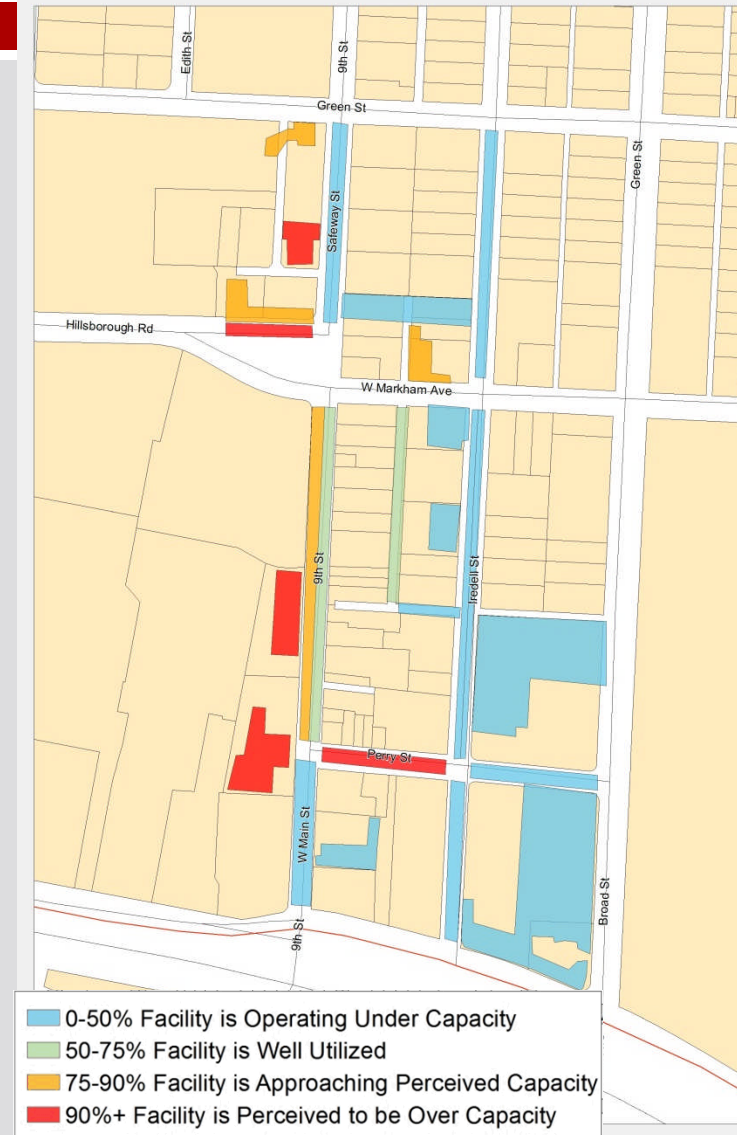
Data Collection Results

- Weekday Evening Occupancy (7:00 – 8:00 PM)
 - Ninth, Safeway, Perry Streets and Ninth Street Lot
 - 90%+ (over capacity)
 - Whole Foods Lot
 - 75-90% (approaching capacity)
 - 705 Broad Street Lot and Wells Fargo Lot
 - 0-50% (under capacity)



Data Collection Results

- Weekend Evening Occupancy (9:00 – 10:00 PM)
 - Safeway and Perry Streets, Ninth Street Lot and Adjacent Private Lot
 - 90%+ (over capacity)
 - 705 Broad Street Lot and Whole Foods Lot
 - 0-50% (under capacity)



Stakeholder Outreach

- September 2012
- Stakeholders included:
 - ▣ Restaurant Owners
 - ▣ Retail Business Owners
 - ▣ Service Providers
 - ▣ Property Owners

Planned Changes

■ Harris Teeter Development

- ~53,500 sf grocery
- ~25,800 sf misc. retail
- ~335 on-site surface parking spaces

■ Multi-Family

- 310 apt units

■ Hotel

- 130 rooms



Findings

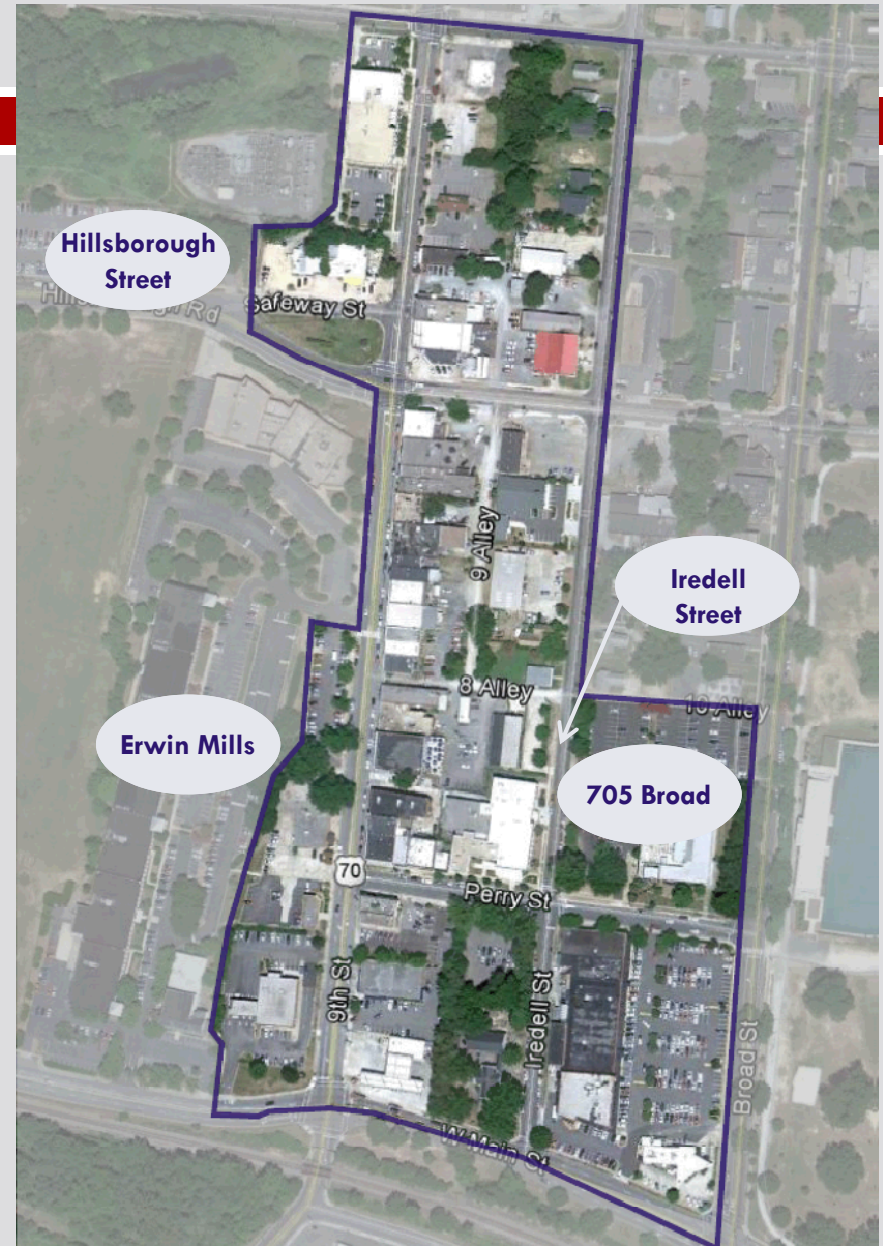
- Adequate parking supply in peak hour, though some locations in heavy demand
- Lack of dedicated parking for employees of area businesses is an issue
- New developments providing on-site parking
- Ninth Street Lot heavily utilized at all time periods studied (90%+)
- 705 Broad Street Lot underutilized at all time periods studied (0-50%)

Recommendations

- Short Term (< 6 months)
 - ▣ Restripe Markham Avenue to remove dedicated two-way turn lane
 - ▣ Stripe on-street spaces on Ninth Street, Perry Street, West Markham Avenue, and Iredell Street
 - ▣ Change on-street time limit from 3 to 2 hours
 - ▣ Seek partnership with Duke University to use Hillsborough Street and 705 Broad Street Lots at selected hours for employee parking
 - ▣ Seek agreement to use Wells Fargo lot outside of normal business hours
 - ▣ Restripe crosswalk located mid-block on Ninth Street between West Markham Avenue and Perry Street
 - ▣ Charge a fee for parking in leased Ninth Street Lot
 - ▣ Time limit parking on Iredell Street and Broad Street between Main Street and Markham Avenue

Recommended Employee Parking Locations

- Hillsborough St. Lot
 - Short Term
- Iredell St. on-street
 - Long Term

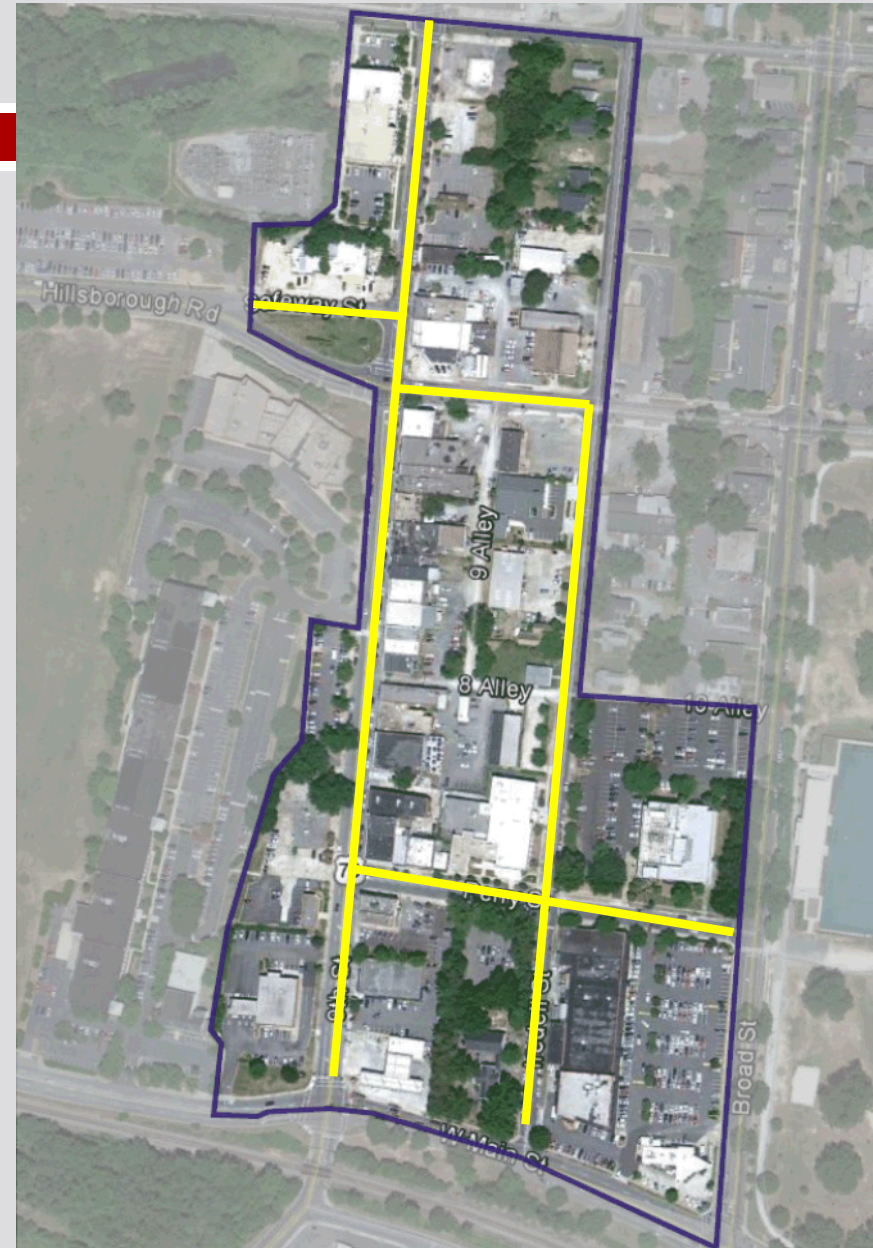


Recommendations

- Medium Term (6 months – 18 months)
 - ▣ Implement paid on-street parking
 - Align implementation with downtown study area
 - ▣ Remove “US-70 Business” designation from Ninth Street
 - ▣ Seek parking lease agreements with property owners of adjacent planned development

Recommendations

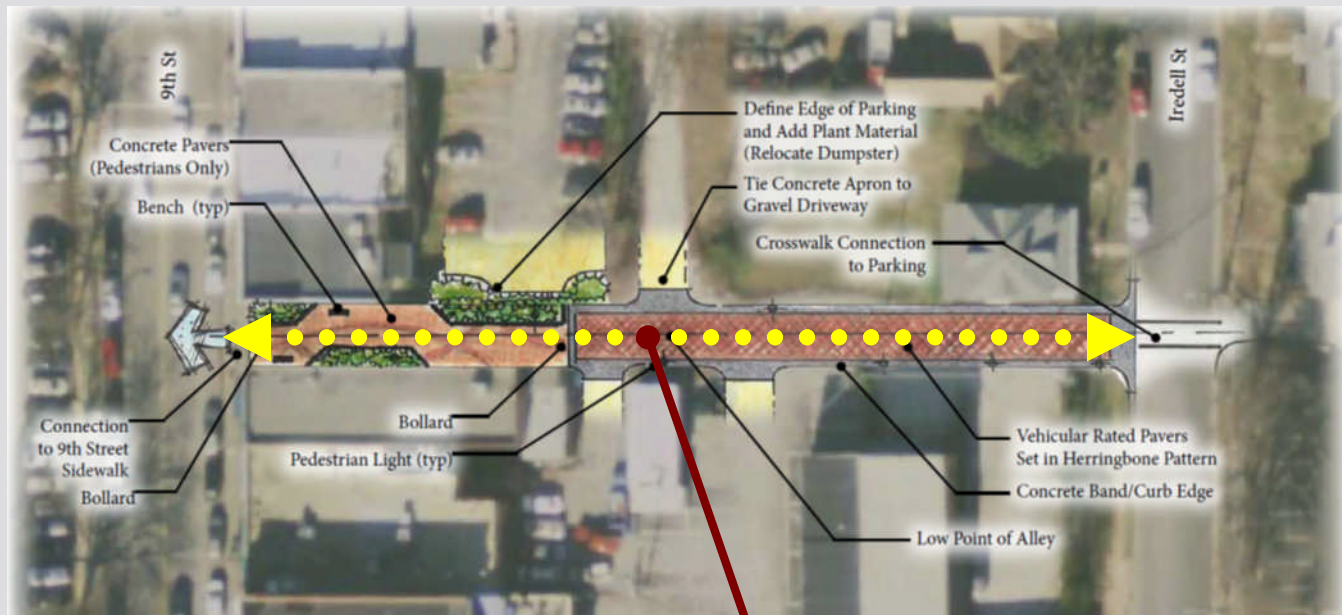
- Recommended Paid On-Street Parking Locations
 - Ninth Street
 - West Markham Avenue
 - Perry Street
 - Iredell Street
 - Safeway Street



Recommendations

- Long Term (18 months +)
 - ▣ Improve 8 Alley
 - ▣ Pave 9 Alley
 - ▣ Implement an Employee Parking Program on Iredell Street after alley improvements

8 Alley

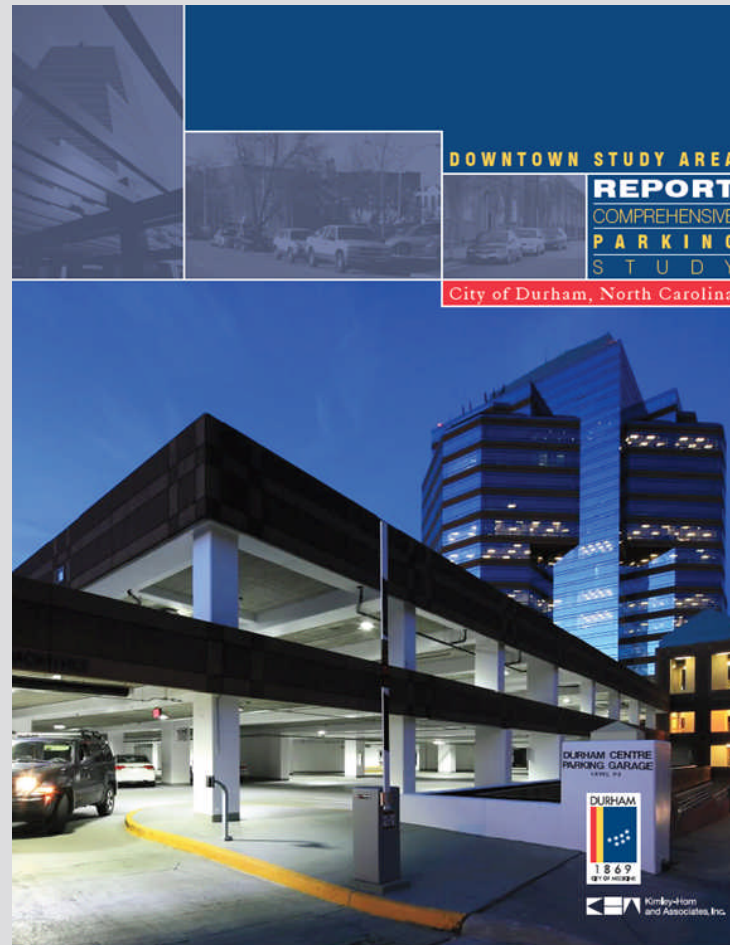


8 Alley provides connection from recommended employee parking on Iredell Street to Ninth Street businesses

8 Alley



DOWNTOWN STUDY AREA



Downtown Study Included...



- ❑ Historical Context Review
- ❑ Previous Planning Effort Review
- ❑ Guiding Principles Development
- ❑ Data Collection
- ❑ Existing Conditions Analysis
- ❑ Public Involvement/Outreach
- ❑ Parking Demand Modeling Projections
- ❑ Operations and Management Review

Downtown Study Included...

- ❑ Access and Revenue Control Equipment Review
- ❑ Facility Security Review
- ❑ Wayfinding Review
- ❑ On- and Off-Street Technology Solutions
- ❑ Wayfinding and Parking Guidance Solutions
- ❑ Management Organizational Options
- ❑ Monetization / Privatization Potential

Downtown Study Included...



- Peer City Outreach
- 10-year Financial Analysis Projection
- On-Street, Off-Street, & System-wide Recommendations
- Potential Future Garage Concepts

Guiding Principles

Guiding Principle #1

Leverage parking infrastructure investment and enhance parking management as a key element of downtown economic development.

Guiding Principle #2

Integrate planning for future parking facilities into the larger downtown development strategy.

Guiding Principle #3

Manage off-street and on-street parking assets as a unified system to support overall parking principles.

Guiding Principle #4

Sustain parking system investments by parking revenues without subsidy from the General Fund.

Guiding Principles

Guiding Principle #5

Orient enforcement strategies towards customer service to improve public perception of parking enforcement and enhance the experience of downtown visitors.

Guiding Principle #6

Leverage technology advancement to provide exceptional customer service and additional payment options.

Guiding Principle #7

Integrate good urban design principles relative to parking facility design to better integrate parking infrastructure into the urban fabric including street level activation, mixed-use development, LEED® certification, etc.

Findings

- At present, adequate supply of parking in study area
- Public garage peak hour occupancies:
 - Chapel Hill Street 84%
 - Church Street 60%
 - Corcoran Street 65%
 - Durham Centre 27%
- Demand for on-street parking within Downtown Loop and selected locations outside Downtown Loop is high
- Including Debt Service, expenditures by the City for the total parking “system” exceeds revenues by ~\$2 million

Study Area

- 1,018 dwelling units
- 760,000 sf retail
- 3,260,000 sf office

- 15,581 parking spaces
 - ▣ 1,505 on-street
 - ▣ 14,076 off-street



Data Collection Results

□ Weekday Peak Occupancy (2:00 – 3:00 PM)

■ Surface lots of Chapel Hill and Corcoran Street Decks

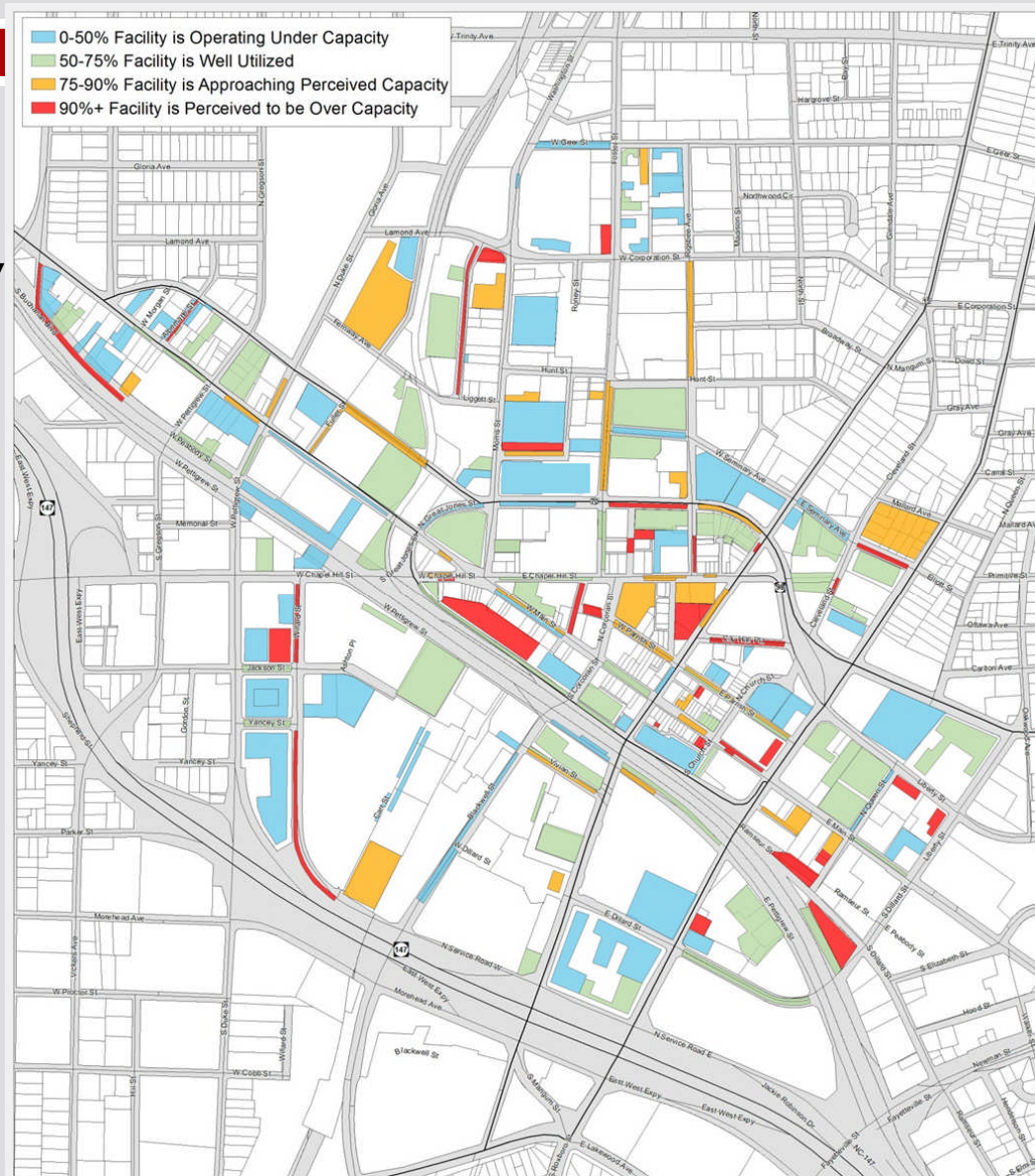
■ 90%+ (over capacity)

■ Several streets with no time limits

■ 90%+ (over capacity)

■ Centre, Church, and Corcoran Street Decks

■ 0-50% (under capacity)



Data Collection Results

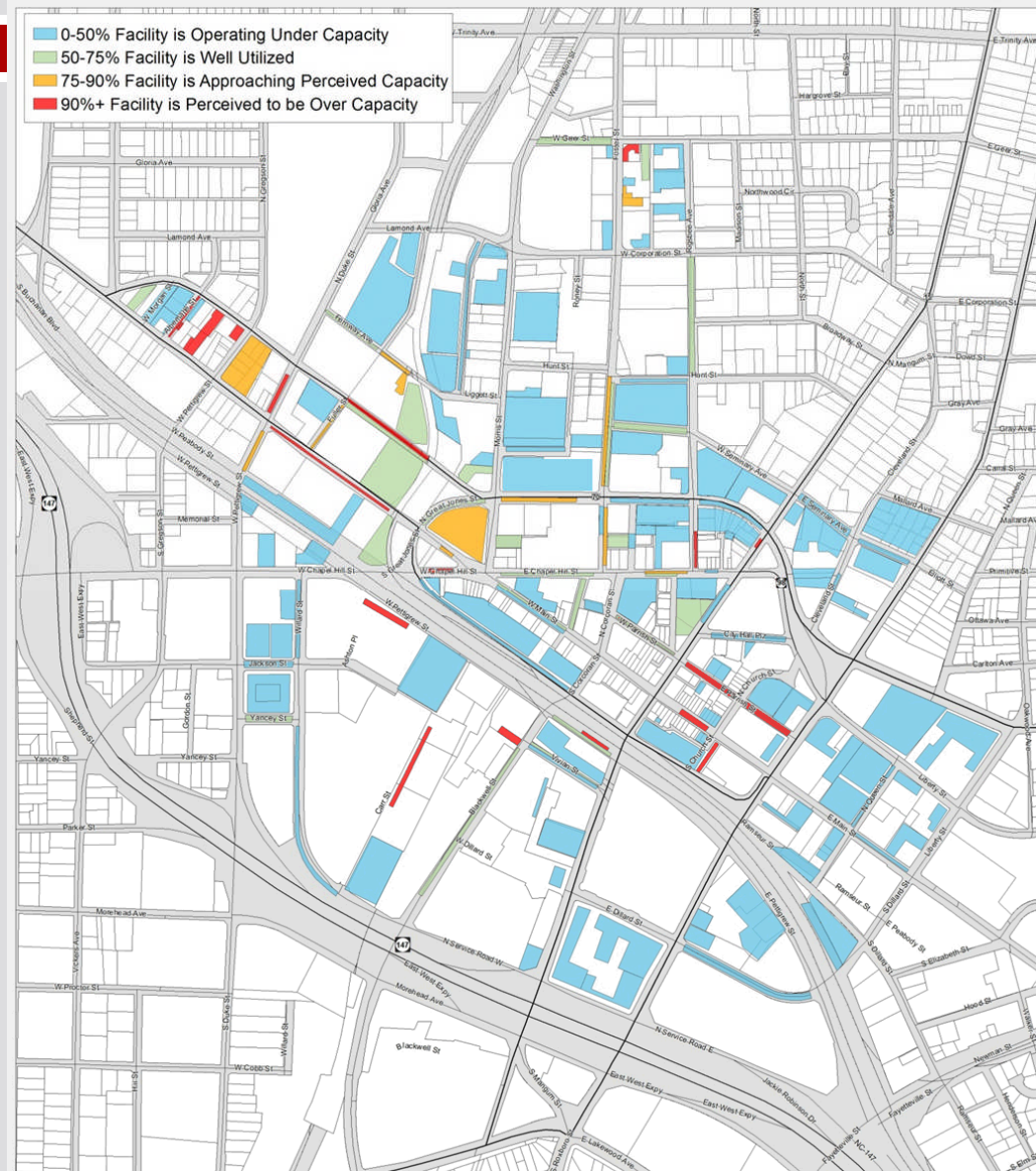
□ Weekday Evening
Occupancy (7:00-8:00 PM)

■ Main, Morgan, Parrish,
Blackwell Streets (select
areas)

■ 90%+ (over capacity)

■ Off-Street

■ 0–50% (under capacity)

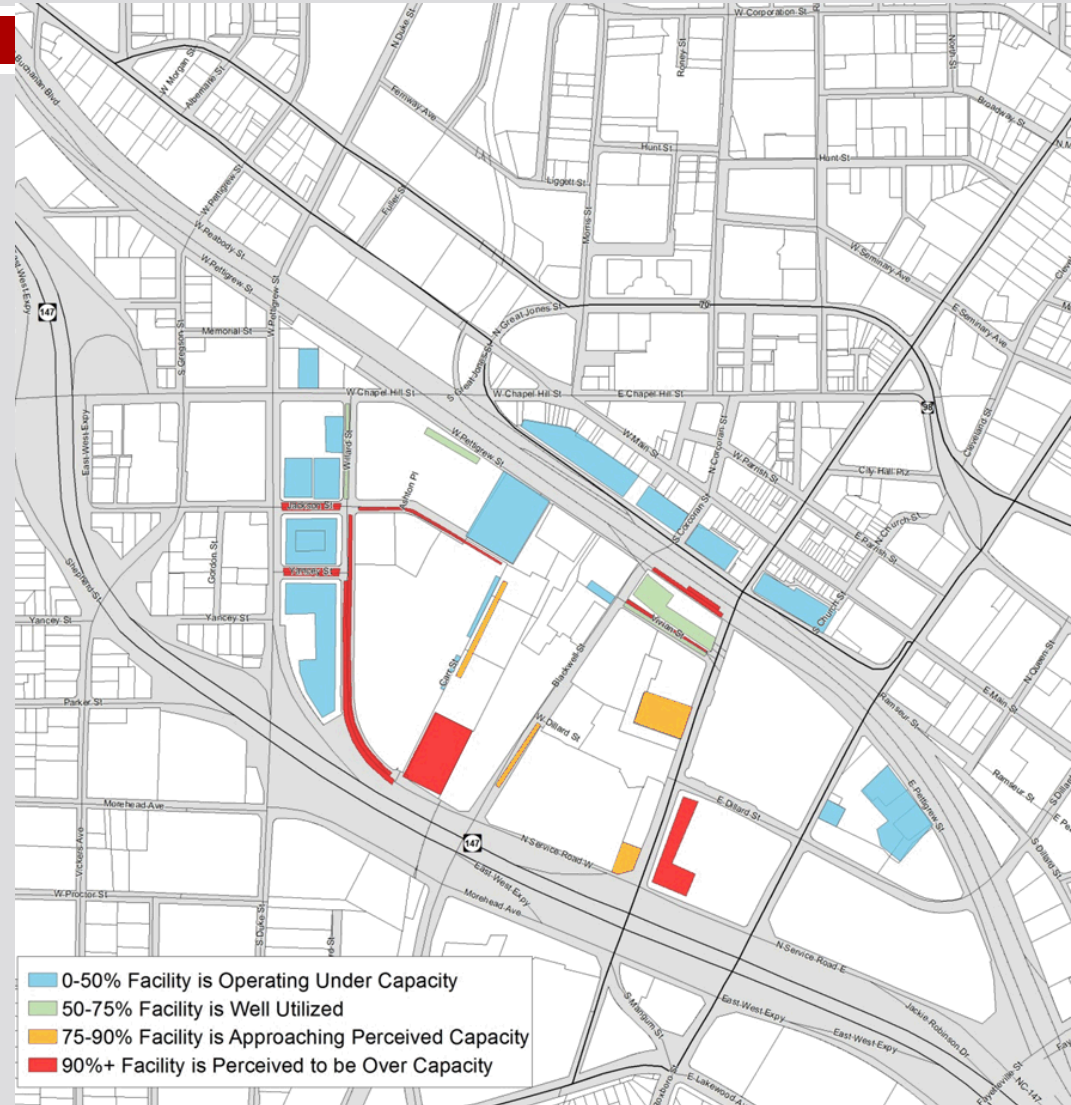


Data Collection Results

□ Weekend Evening
Occupancy (8:00-9:00 PM)

▣ South Deck and nearby
Willard and Blackwell
Streets

■ 90%+ (over capacity)



Stakeholder Outreach

- September 2012
- Stakeholders included:
 - ▣ Restaurant Owners
 - ▣ Retail Business Owners
 - ▣ Service Providers
 - ▣ Large Tenants
 - ▣ Property Owners

Summary of Stakeholder Meetings

- Majority believe there is a lack of parking supply
- Security is a concern
- Inadequate wayfinding to parking facilities
- Majority support a fee for on-street parking, except in Central Park District

Online Survey

- Business Owner Survey
- Visitor/Employee/Resident Survey
- Administered through [SurveyMonkey.com](https://www.surveymonkey.com)

Business Owners – Key Findings

- ~67% believe customers need to park for less than 2 hours
- Most interested in the following items, in order:
 - ▣ Ability to find parking
 - ▣ Cost of parking
 - ▣ Distance from parking to destination
- Business owners want to see better wayfinding

Visitor/Employee/Resident – Key Findings



- ~77% of respondents find parking within a 2 block radius of their destination
- ~48% of respondents park on-street

Projections

□ Committed Projects (as of October 2012)

1. 21(c) Hotel
2. 315 E. Chapel Hill St.
3. Federal Capital Partners Apts.
4. New Duke Warehouses
5. Greenfire/Armada Hoffler Apts.
6. Woolworth's Site
7. Morris Ridge



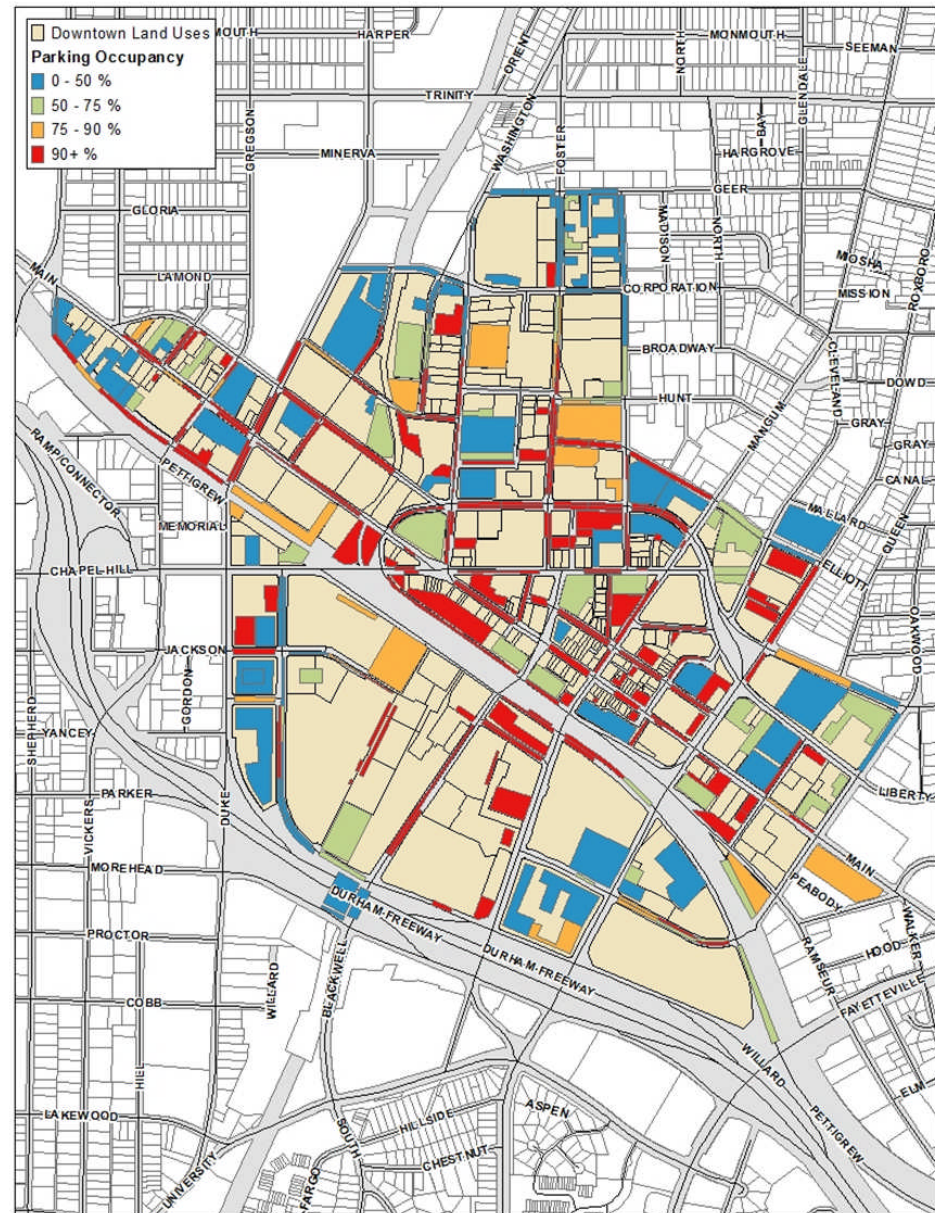
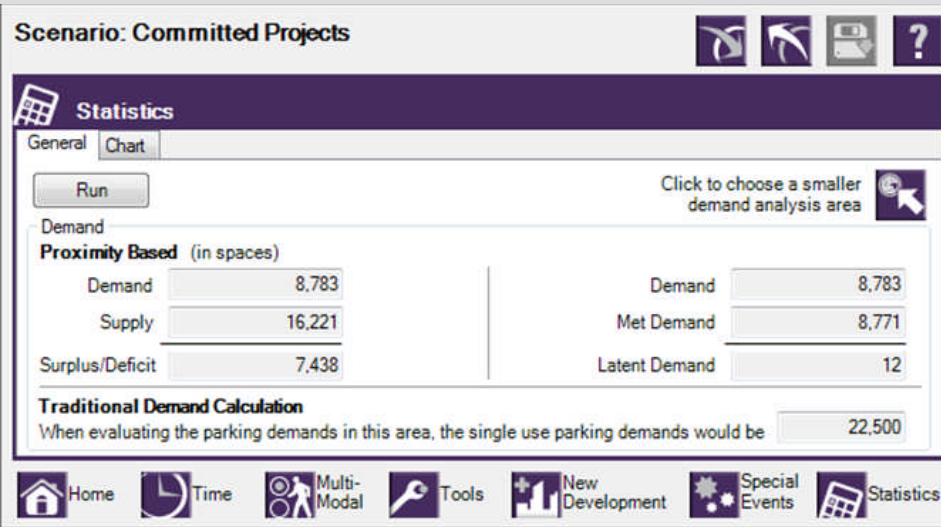
Projections

<i>Parking Demand Projection</i>	Supply	Park+ Projected Demand	Traditional Demand Methods
Existing Condition	15,581	7,946	20,505
Committed Projects	16,221	8,783	22,500
Difference	640	837	1,995

<i>Land Use</i>	Retail	Office	Dwelling Units
Existing Condition	760,000 sf	3,260,000 sf	1,018
Committed Projects	69,000 sf	430,000 sf	892

Projections

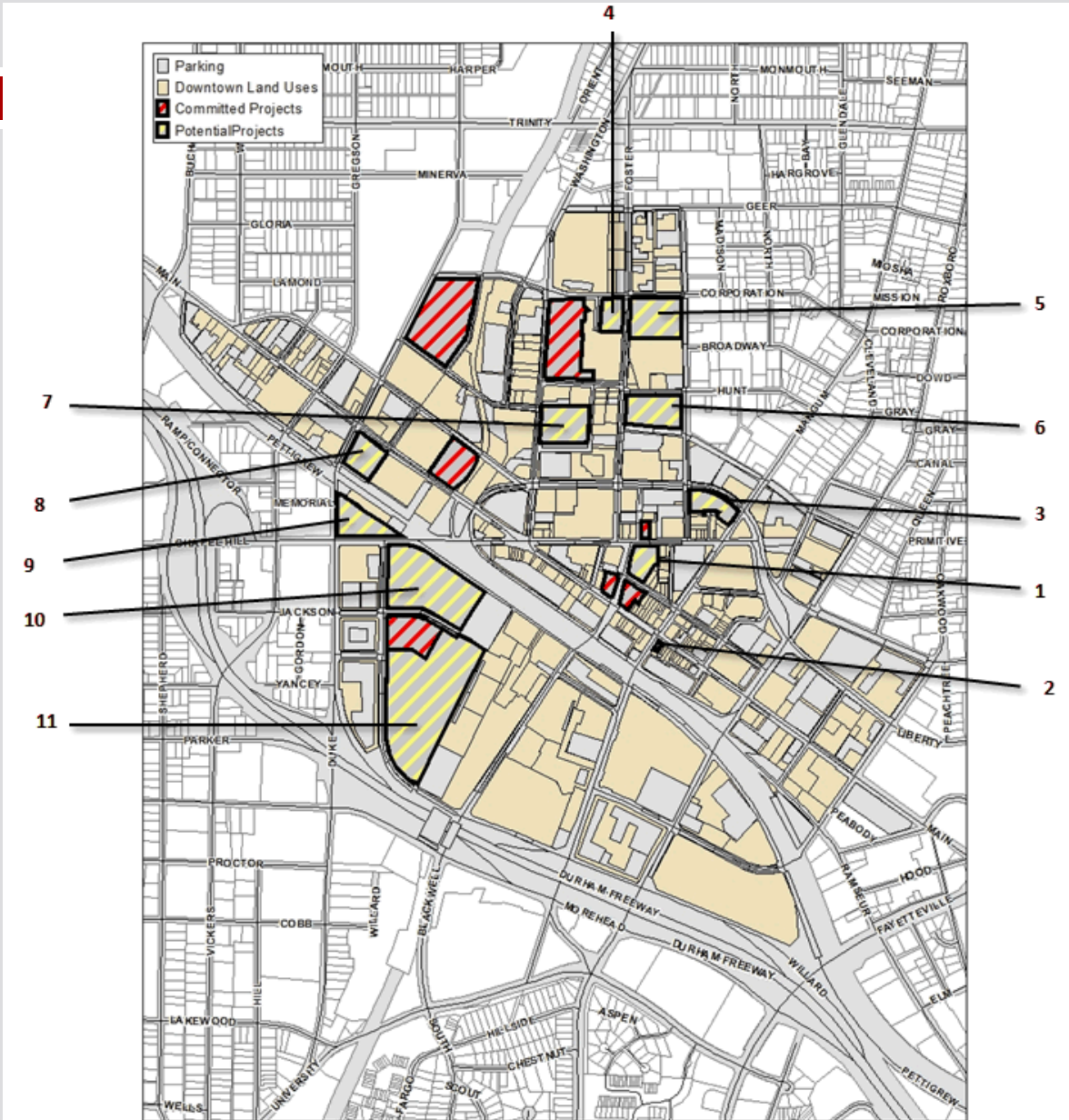
- Committed Projects
- 2:00 PM, approx. peak hour



Projections

□ Potential Projects (as of October 2012)

1. Sturdivant Properties
2. Citizens National
3. Lot #14
4. Denny Clark Site
5. Liberty Warehouse
6. Craig Davis Foster Street Lot
7. Hank Scherich Lot
8. Chesterfield Bldg.
9. Cherokee/TTA Site
10. Durham Station
11. University Ford



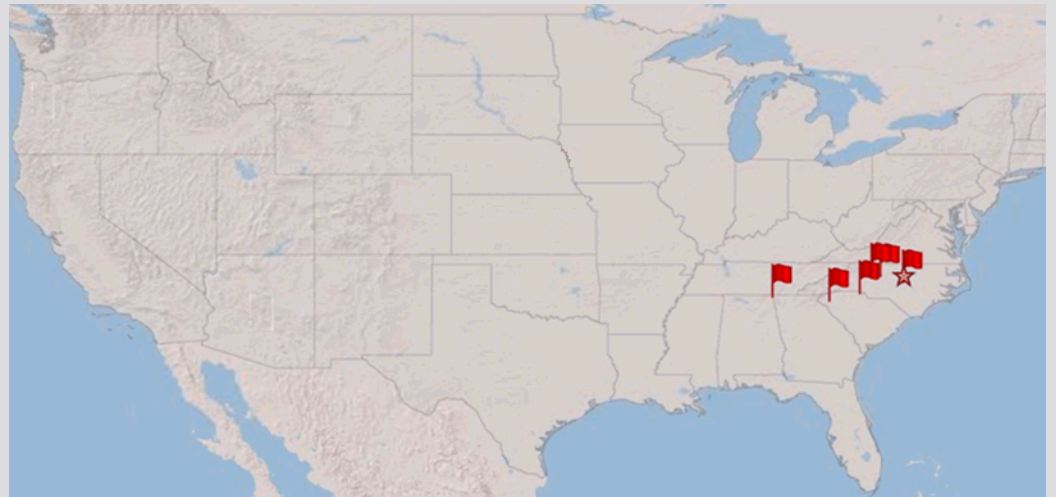
Projections

	Supply	Park+ Projected Demand	Traditional Demand Methods
Existing Condition	15,581	7,946	20,505
Committed Projects	16,221	8,783	22,500
Potential Projects	15,296	10,354	25,243
Difference	-285	2,408	4,738

<i>Land Use</i>	Retail	Office	Dwelling Units
Existing Condition	760,000 sf	3,260,000 sf	1,018
Committed Projects	69,000 sf	430,000 sf	892
Potential Projects	616,500 sf	650,000 sf	493

Summary of Peer City Outreach

- Raleigh, NC
- Greensboro, NC
- Winston-Salem, NC
- Charlotte, NC
- Greenville, SC
- Chattanooga, TN



Summary of Peer City Outreach

- 6 of 7 Cities charge for on-street parking
 - ▣ Greenville, SC does not charge
 - ▣ Durham does not charge
- Hourly rate for on-street parking
 - ▣ \$0.50 to \$1.67 per hour
- Hourly rate for off-street parking
 - ▣ \$0.50 to \$6.00 per hour

Summary of Peer City Outreach

- Daily maximum fee for garage parking
 - ▣ \$6 (Greensboro) to \$25 (Charlotte)
 - ▣ \$1/hr, \$8 daily max – Durham
- Monthly rate in garages ranges
 - ▣ \$42 (Winston-Salem) to \$125 (Raleigh)
 - ▣ \$45 to \$55 – Durham (rates recently increased to \$55 to \$65)

Existing Parking Financials

	<i>Historical</i>			<i>Budget</i>
	2010/2011	2011/2012	2012/2013	2013/2014
Existing Parking Expense				
Off-Street Operating Expense	\$ 1,542,162	\$ 1,581,807	\$ 2,168,954	\$ 2,097,123
Off-Street Debt Service	\$ 3,257,593	\$ 2,203,173	\$ 2,060,299	\$ 1,999,039
Off-Street Maintenance	\$ -	\$ -	\$ 140,307	\$ 299,248
On-Street Operating Expense	\$ 309,040	\$ 318,037	\$ 337,965	\$ 328,835
Parking Study	\$ -	\$ -	\$ 227,830	\$ 1,777
Total Expense	\$ 5,108,795	\$ 4,103,017	\$ 4,935,355	\$ 4,726,022
Existing Parking Revenue				
Garages	\$ 2,001,656	\$ 2,227,300	\$ 2,088,436	\$ 2,227,251
Surface Lot	\$ 410,648	\$ 389,032	\$ 288,807	\$ 205,955
Fines and Citations	\$ 367,669	\$ 300,305	\$ 253,705	\$ 250,000
Investment and Rental Income	\$ 3,504	\$ 1,803	\$ 1,292	\$ 2,000
Total Revenue	\$ 2,783,477	\$ 2,918,440	\$ 2,632,240	\$ 2,685,206
Existing Parking Net Surplus/Deficit	\$ (2,325,318)	\$ (1,184,577)	\$ (2,303,115)	\$ (2,040,816)

Recommendations

- Establish Comprehensive Parking Enterprise Fund
- Increase monthly permit rates by \$10 per month
 - ▣ Surface Lot: \$45 to \$55 per month
 - ▣ Garage: \$55 to \$65 per month (non-assigned)
\$70 to \$80 per month (reserved)
- Increase special event rate by \$1 per vehicle
 - ▣ Garages within Loop: \$2 to \$3 per vehicle
 - ▣ North Deck: \$4 to \$5 per vehicle

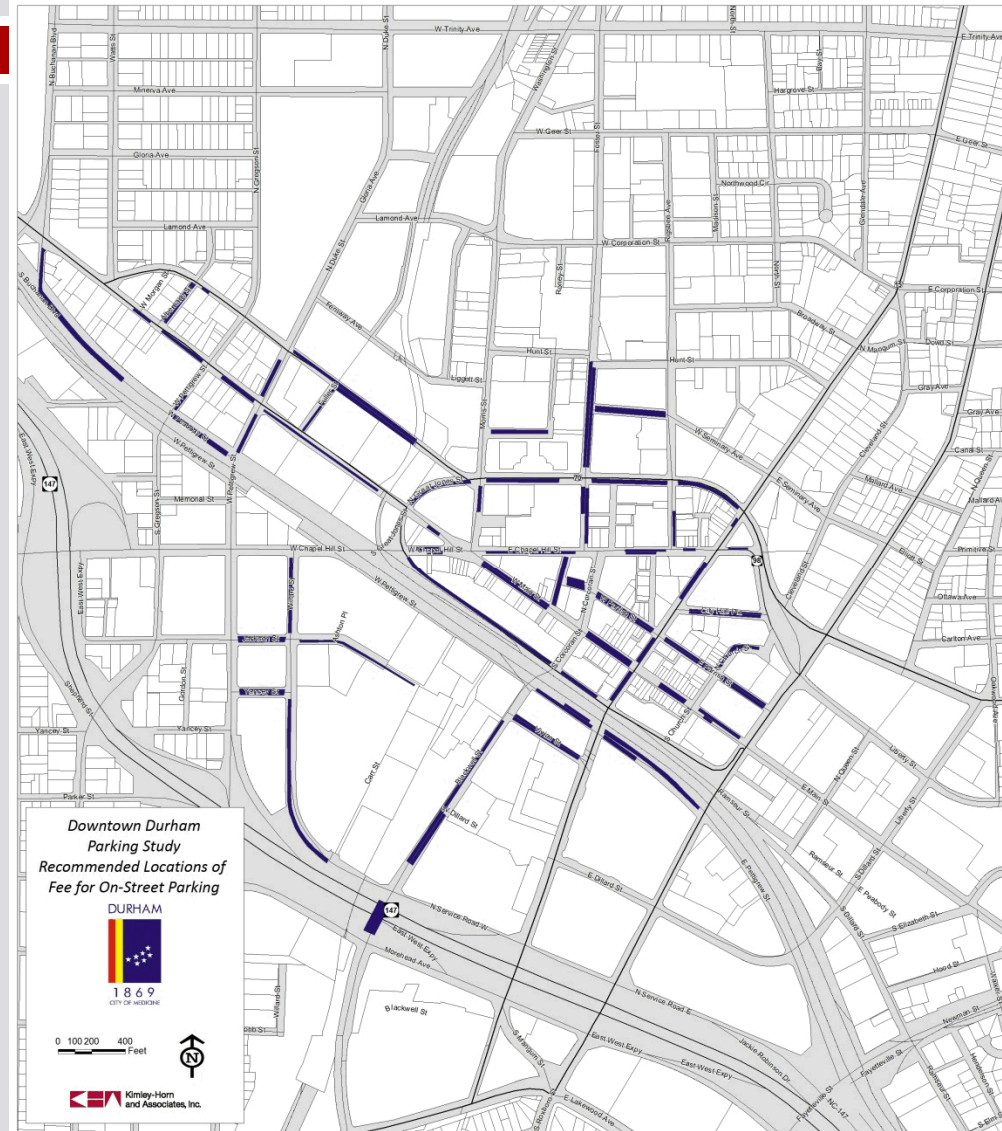
Recommendations



- Expand parking opportunities
 - ▣ Allow hourly parking in Lot 14
 - ▣ Allow monthly parking in Lot 8
- Improve security in City parking facilities
- Expand time limited parking
- Improve wayfinding

Recommendations

- Fee for On-Street Parking (\$1.25 per hour)
 - ▣ Advantages
 - Encourage long-term users to park in garages
 - Increase turnover
 - Manage parking resources (on-street and off-street) as a “system”



Recommendations



- Begin planning for a new City-owned parking deck
- Periodically increase rates
 - Goal of a self-funded Parking Fund

Recommendations

- Take pro-active approach to parking garage maintenance, by allocating funds for repairs/improvements:
 - ▣ Annual Routine Maintenance
 - ~\$50 per space per year
 - ▣ Preventative Maintenance
 - ~\$75 per space per year
 - ▣ Repair and Restoration
 - ~\$75 - \$175 per space per year

Recommendations

- Revamp Residential Parking Program
 - Residential parking program established in 1992 and modified in 1999
 - \$10 per month provided 6:00PM – 8:00AM parking and on weekends
 - Fee waived in 2004
 - Parking should be user supported
 - Recommend \$10 per month be reinstated
 - Recommend increasing fee to \$20 per month
 - Users needing access outside above hours can purchase monthly permit
 - Consider phasing in fee

Financial Projections

	<i>Budget</i>				
	2013/2014	2014/2015	2015/2016	2017/2018	2022/2023
Existing Parking Expense					
Off-Street Operating Expense	\$ 2,097,123	\$ 2,333,349	\$ 2,374,400	\$ 2,459,299	\$ 2,688,902
Off-Street Debt Service	\$ 1,999,039	\$ 1,928,945	\$ 2,006,933	\$ 1,875,222	\$ 1,590,515
Off-Street Maintenance	\$ 299,248	\$ -	\$ 977,162	\$ 827,484	\$ 218,424
On-Street Operating Expense	\$ 328,835	\$ 335,412	\$ 342,120	\$ 355,942	\$ 392,988
Parking Study	\$ 1,777	\$ -	\$ -	\$ -	\$ -
Total Expense	\$ 4,726,022	\$ 4,597,705	\$ 5,700,614	\$ 5,517,946	\$ 4,890,830
Existing Parking Revenue					
Garages	\$ 2,227,251	\$ 2,326,508	\$ 2,479,265	\$ 2,986,799	\$ 3,994,105
Surface Lot	\$ 205,955	\$ 205,955	\$ 245,955	\$ 295,146	\$ 354,175
Fines and Citations	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000
Investment and Rental Income	\$ 2,000	\$ 2,040	\$ 2,081	\$ 2,598	\$ 3,442
Total Revenue	\$ 2,685,206	\$ 2,784,503	\$ 2,977,301	\$ 3,534,543	\$ 4,601,722
Existing Parking Net Surplus/Deficit	\$ (2,040,816)	\$ (1,813,203)	\$ (2,723,314)	\$ (1,983,403)	\$ (289,108)
Paid On-Street Parking					
Projected Expense	\$ -	\$ 338,443	\$ 388,120	\$ 393,515	\$ 153,384
Projected Revenue	\$ -	\$ 378,000	\$ 756,000	\$ 907,200	\$ 1,088,640
Net Revenue/Expense	\$ -	\$ 39,557	\$ 367,880	\$ 513,685	\$ 935,256
Potential Future Garage	\$ -	\$ -	\$ -		
Projected Expense	\$ -	\$ -	\$ -	\$ 1,031,926	\$ 1,055,812
Projected Revenue	\$ -	\$ -	\$ -	\$ 501,163	\$ 601,395
Net Revenue/Expense	\$ -	\$ -	\$ -	\$ (530,763)	\$ (454,417)
Total Potential New Revenue/Expense	\$ -	\$ 39,557	\$ 367,880	\$ (17,078)	\$ 480,839
Grand Total System Property Tax Subsidy	\$ (2,040,816)	\$ (1,773,646)	\$ (2,355,434)	\$ (2,000,481)	\$ 191,731



Questions?